Because of exclusive proved PHILIP MORRIS superiority—

NO WORRY ABOUT THROAT IRRITATION—

EVEN WHEN YOU INHALE!

All smokers inhale—sometimes. But it needn't bother your throat.

You know why? Here's the answer—facts reported by eminent doctors who *compared* the leading popular cigarettes:

✓ **IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, WHAT'S *MORE*, SUCH IRRITATION LASTED *MORE THAN FIVE TIMES AS LONG!***

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